



## What is RadioDNS Hybrid Radio™?

Hybrid Radio is the seamless combination of broadcast radio and internet technologies.

### Why is RadioDNS Hybrid Radio™ important?



Broadcast radio (FM, HD, DAB+) is ideal for reliably delivering live audio to mass audiences at very low cost, but it's limited to audio (and sometimes small amounts of data). Broadcast radio alone can't create the modern experience of media that listeners expect.

The internet is a flexible technology that can deliver audio and data, but it doesn't scale as effectively as broadcast radio. It can be expensive for broadcasters and for listeners. Hybrid Radio combines the strengths of both technologies into flexible, reliable, large scale distribution for radio and audio.

RadioDNS Hybrid Radio™ is already built into connected vehicles by Audi, VW, Porsche and BMW, and more manufacturers are incorporating it into their connected vehicle planning. It's supported by major radio broadcasters globally.



RadioDNS is the global not-for-profit membership organisation that promotes open technical standards for hybrid radio, with members from automotive, broadcast radio and technology providers.

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# What can RadioDNS Hybrid Radio™ do?



## Visuals

High quality visual content, scaled to fit the listener's screen, synchronous to the audio; artist photos, news headlines, traffic cams, weather maps and more.

## Station Information

Broader and deeper information about radio. Station names, accurate logos, marketing straplines, show names and presenter images.



## Targeted Content

Deliver targeted content to specific listeners, merging live broadcast audio and targeted content. Recommend relevant on-demand audio that listeners can easily switch and subscribe to.



## Automatic Switching

Switch between broadcast and streaming automatically, keeping listeners for longer. One preset always finds the radio station, regardless of physical location.



## Interactivity & Measurement

Capture listeners' interest and timeshift it to a time, place or device where they can fully interact and get metrics on what your listeners are listening to, where and when.

